

Online Recruiting at a Glance

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Online recruiting at a glance

As technology continues to advance, an increasing number of people are turning to the Internet for their everyday needs – for everything from buying a movie to finding a job. And with that change, recruitment experts have had to reevaluate the most effective way of attracting and retaining quality employees.

The Internet is fast and provides an unlimited amount of storage space, which is cost-efficient and allows companies to provide extensive information for potential applicants. And, through the Internet, companies can reach thousands of people around the world 24 hours a day, seven days a week.

Although traditional employer marketing efforts are still proving successful, they cut out a large portion of the market they're after: Generation Y – those in their early and mid 20s – the majority of which find all or most of their information on the Internet, even when looking for a career change, and much of Generation X – those in their late 20s to late 40s.

According to an online survey conducted by WEDDLE's, a research, publishing, consulting and training firm that helps people and organizations find success in recruiting, retention, job searches and career self-management, nearly 70 percent of those surveyed said the Internet had proven "very helpful" when finding a job, 34 percent of the same people said they found their last job through an Internet job board and nearly 70 percent said they expected to find their next job through an Internet job board.

Additionally, nearly 63 percent of employers and recruiters said they found more than 26 percent of their new hires through the Internet, and nearly 30 percent said they utilize 11-15 recruitment Web sites for job posting and resumé searching.

However, many of the brightest potential employees – the employees companies are looking for – are already employed. So how do you market a job to those not looking for a job? Sell potential employees on why they would want to work for you. Include benefits such as health, vision and dental; paid holidays and vacation time; and bonuses – whatever your company does that makes it stand out as a good place to work.

Also, express the benefits of working at your company in the quickest way possible to catch the attention of jobseekers – or non-jobseekers. However, have extensive and detailed information accessible for those who want to learn all they can about your company. This is typically done through the Company Profile, which many times, is appended to every online job posting.

Another plus when recruiting through the Internet is the ability to track everything from what links people are clicking on, to how long they are visiting each page, to what pages they are printing. Through abilities such as these, companies are able to hone and tweak their Web sites to match the needs of their typical user.

The Internet even allows for setting up an automatic response system, which sends a prepared e-mail instantly to people who apply for a job on a Web site, streamlining the application process and keeping the applicant interested in a company.

Online recruitment efforts typically work better through the use of a recruitment company, especially if the employer is not well-known because most people won't have a reason to go to its Web site on their own. Online recruitment companies can do as little or as much for a company as needed – depending on the efforts a company wants to put into their job searches.

Before choosing a recruitment company, research the business and find out how long it's been operating, find out how much traffic the Web site receives and what services it offers. Even if there may be no need to use services other than job postings at the moment, it's important to work with recruitment companies who offer other options as your needs may grow. And finally, find out the exposure your job postings will receive – many online recruitment companies post job postings in several places, which increases the likelihood of them being filled by appropriate and qualified applicants.

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